

Esri Demographic Data Release Notes: Kenya

Release: March 2022

Introduction

The Esri demographic dataset for Kenya provides key population, and household attributes for use in a variety of applications. Release notes provide information such as the attribute list, vintage, source, and changes to the dataset. The [methodology](#) document provides additional information regarding methods and definitions. Refer to the associated csv file for a list of attributes.

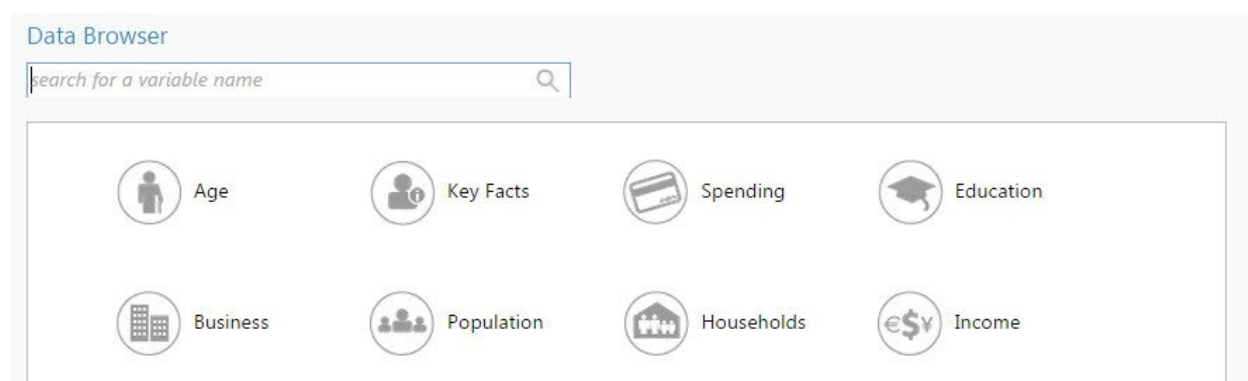
Esri demographic datasets are part of the [Living Atlas of the World](#). The Living Atlas is an incredible collection of maps and apps from around the world. It features Esri and user content, that can enhance your research and analysis. You too can contribute your maps, apps, and story maps through the [Living Atlas contributor app](#).

Using Demographic Data

Government agencies use demographic data to provide better services to citizens. Marketers use demographic data to select store locations, target customers, and improve product mix. Utilities use demographic data to understand population changes in their service areas and to plan growth and distribution accordingly.

When you map Esri demographic layers along with your data, you can answer questions such as “who are my customers?” and “where should we open the next store?” For example, map your retail locations or offices on top of Esri demographic attributes such as population, age, and purchasing power, to understand the local community from a demographic perspective. Once you see the general pattern, Esri products such as [ArcGIS Online](#), [Business Analyst](#), and [ArcGIS Maps for Office](#), can help you find other suitable locations for new stores based on actionable criteria.

Use the [Data Browser](#) in Esri products such as [ArcGIS Online](#), [Business Analyst](#) and [ArcGIS Maps for Office](#) to easily find the attributes you want. Browse by category such as **Age**, or search by **Alias Name**, as shown below:



Map the attributes you select using the dataset’s features, or create your own custom analysis areas. Esri products calculate new attribute values and answer questions such as “How many older people live within a five minute drive of the proposed clinic?”

Continue below for additional details regarding the Kenya dataset.

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Source

Data: © Michael Bauer Research GmbH 2021 based on © National Bureau of Statistics, UN.

Boundaries: © Michael Bauer Research GmbH, Nuremberg, Germany, 2021.

Settlement: WorldPop.org 100m Constrained UN adjusted projected 2020 population grid.

Dataset Information

Kenya	
3 Letter ISO Country code	KEN
Currency	Kenyan Shilling
3 Letter Currency code	KES
Number of attributes available	37
Number of geography levels	2

Geographic Levels and Feature Counts

	Geography Levels Available for Kenya	Geography Levels Available through ArcGIS.com Maps	Feature Count
Country	X	X	1
Counties	X	X	47

Data Apportionment Settings

Threshold Upper Bound	Aggregation Method	Level of Geography
150 km	Block Apportion	KE.Counties
more	Centroids In Polygon	KE.Counties

Attributes

Refer to the associated csv file for a list of attributes. The following information is included for each attribute:

Variable ID Unique variable ID that consists of no more than 10 characters

Alias Name Description associated with **Variable ID**.

Category Shows the [Data Browser](#) category for each attribute.

Data Collection Shows the data collection within the **Category**.

Field Category Shows the field category within the **Data Collection**.

Long Description Long description associated with Variable ID.

Year Vintage represents the year for which projections were created.

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Change Summary

Changes to geography level names

None.

New Attributes

Attribute Name	Alias Name	Category
EDUC01B_CY	2021 Pop 3+/Edu: Pre-Primary	Education
EDUC02B_CY	2021 Pop 3+/Edu: Primary	Education
EDUC03B_CY	2021 Pop 3+/Edu: Secondary	Education
EDUC04B_CY	2021 Pop 3+/Edu: Middle Level/Vocational (TVET)	Education
EDUC05B_CY	2021 Pop 3+/Edu: University	Education
EDUC06B_CY	2021 Pop 3+/Edu: Adult Basic Education	Education
EDUC07B_CY	2021 Pop 3+/Edu: Madrasa/Duksi	Education
EDUC08B_CY	2021 Pop 3+/Edu: None	Education
EDUC09B_CY	2021 Pop 3+/Edu: Don't Know	Education
EDUC10_CY	2021 Pop 3+/Edu: Not Stated	Education
EDUC_BASE	2021 Education Attainment Base	Education

Attributes no longer available

Attribute Name	Alias Name	Category
EDUC01A_CY	2019 Pop 3+/Edu: Never Attended	Education
EDUC02A_CY	2019 Pop 3+/Edu: Pre-primary	Education
EDUC03A_CY	2019 Pop 3+/Edu: Primary	Education
EDUC04A_CY	2019 Pop 3+/Edu: Secondary	Education
EDUC05A_CY	2019 Pop 3+/Edu: Tertiary	Education
EDUC06A_CY	2019 Pop 3+/Edu: University	Education
EDUC07A_CY	2019 Pop 3+/Edu: Youth Polytechnic	Education
EDUC08A_CY	2019 Pop 3+/Edu: Basic Literacy	Education
EDUC09A_CY	2019 Pop 3+/Edu: Madrassa	Education

Change Notes

Market Data are now projections for 2021 (before: 2019). New available input data from the Census 2019 was also used for calculating all Market Data.

The settlement points were updated from 75-meters Settlement Point Type: Modeled Population (2016 MDA BaseVue Land Cover/2017 Landsat8 Panchromatic Texture/2017 OSM Road Intersections/2017 GeoNames Populated Places/2019 Vectors) to WorldPop.org 100m Constrained UN adjusted projected 2020 population grid. These settlement points are a significant improvement over the previous versions and could result in significant changes to previously run values in some trade areas. Settlement points are used in the data apportionment algorithm to redistribute data variables to input polygon features. Learn more about [how data apportionment works](#).